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March 2009

Edition

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Deputy Commissioner's Corner



Alice Watson, Deputy Commissioner
Minority & Women's Business Enterprises Division

As I attend countless meetings and informational sessions discussing the stimulus plan, I have listed below a few websites that I think may be helpful to you in your search for opportunities. Please take a look at the following links for more information regarding

IDOA Minority & Women's Business Enterprises Resource Fair a Success!

The 2009 Minority & Women's Business Enterprises Resource Fair hosted by the Indiana Department of Administration Minority & Women's Business Enterprises Division was a great success.

The Resource Fair was held on February 26, 2009, in Indianapolis.

The event began with an opening session in which Secretary of State Todd Rokita was the Keynote Speaker. After Secretary Rokita wrapped up his keynote, he had a "Q & A" session for conference attendees. The Resource Fair ultimately provided certified minority and women business owners those who were interested in becoming certified an opportunity to come and gather essential resources free of charge on how to do business with various State Agencies, Universities, Casino private sector corporations. There were 62 exhibitors and over 500 attendees at the event.

Thanks again to our sponsors KeyBank, Citizens Energy Group, National City and Pitney Bowes Management Services.

Maximize the Benefits of Your Certification

Is your company offering new products or services? If so, you may want to add new UNSPSC codes to your MBE/WBE certification.

UNSPSC, the United Nations Standard Products and Services Code, is a global classification of products and services. The State of Indiana uses these codes to locate businesses offering new goods or services. The Minority and Women's Business Enterprises web directory is a key location for these companies, so it is important for your company's UNSPSC codes to reflect the goods and services it has to offer.

If you have recently expanded your business and need to update your UNSPSC codes, please follow these steps:

- Print out and complete an amendment form from our website. You can locate the form at <http://www.in.gov/idoa/2493.htm>.
- Find the UNSPSC codes that match your updated offerings. Search for codes at <http://www.unspsc.org/Defaults.asp>.

Important tip: narrow down the UNSPSC codes as much as possible and avoid UNSPSC codes that end in two or more zeroes. When a code ends in multiple zeroes, it is a parent code and

the stimulus plan:

Invest.in.gov
Recovery.gov
Stimuluswatch.org

I encourage you to check these websites daily for updated information.

Happy Spring

Facts You Should Know

Would you like to learn about all kinds of resources, people and opportunities to help your small business grow? If so, visit the Indiana BizCafe. It's so easy: Just put a profile online and let the system do the matchmaking based on your business needs. The best part is, it's all FREE! Visit the Indiana BizCafe today! Go to: www.indianabizcafe.com.

Terrie's Tips for Success

Stay Tuned for Terrie's Tips for Success in our April Issue of *The Conduit*

Business Spotlight Submissions

If your business is a State of Indiana Certified MWBE and you would like us to consider featuring your business, please send the below information to mwbe@idoa.in.gov. When making your submission please use the following format in the subject line of your email: Business Spotlight Submission - ABC123 Company. The following are the submission requirements:

All submissions must include the following:

1. A .jpg headshot or photo of the Certified MWBE at work

encompasses all sub-codes below it.

For example:

Non-technical writing, UNSPSC 82111600, includes the following sub-codes:

82111601- Letter writing services
 82111602- Resume writing services
 82111603- Court reporting services
 82111604- Transcribing services

By selecting the parent code, 82111600, you are attesting that your company provides a commercially useful function in all four of the above services. The more zeroes included in the parent code, the more goods/services that fall under that code.

- Attach proof that your company provides a commercially useful function in the selected code. This can include invoices, contracts, vendor agreements, etc. Please substantiate the request as much as possible to expedite the amendment.

25 IAC 5-3-6 a(1) defines a commercially useful function as the following:

An MBE or a WBE performs a commercially useful function when it is responsible for execution of the work of the contract and is carrying out its responsibilities by actually performing, managing, and supervising the work involved. To perform a commercially useful function, the MBE or WBE must also be responsible for materials and supplies used on the contract, negotiating price, determining quality and quantity, ordering the material, and installing (where applicable) and paying for the material itself.

- Submit the amendment form, with documentation, to the Minority and Women's Enterprise office.

Department of Administration
 Minority and Women's Business Enterprises
 402 W. Washington St, Room W469
 Indianapolis, IN 46204

- If the amendment request is approved, don't forget to update your bidder registration profile with the new UNSPSC codes so you will be notified of all applicable contract opportunities.

Submitted by: Gregory Moorman, Certification Specialist

National Experts to Advise Business Owners on Obtaining Federal Grants

Indiana small business owners will have an opportunity to learn from national experts how to better compete for federal innovation and technology dollars at the Indiana SBIR/STTR Conference on April 14 and 15.

The Indiana Economic Development Corporation will host the conference, held at the Downtown Indianapolis Hyatt Regency, to teach business owners about the federal government's Small Business Innovation Research and Small Business Technology Transfer grant programs aimed at assisting small businesses transform technologies into commercial ventures.

"This conference will allow participants a unique opportunity to learn not only from their peers, but also from industry experts who know the anatomy of award-winning proposals," said Brooke Pyne, the director of the Indiana Economic Development Corporation's Small Business Innovation Research and Small Business Technology initiative. "We anticipate that efforts like this will further the IEDC mission to aggressively focus on increasing both the number and quality of SBIR/STTR grant applicants and, in turn, the number of federal research and development grants awarded in Indiana."

2. About the Owner or President
3. What does your business do?
4. What have been some challenges you have faced as a business owner?
5. What benefits have you gained from being a State of Indiana Certified MWBE?
6. What separates your company from the competition?
7. Word of advise to other MWBE's

Please Note: Incomplete submissions will be automatically rejected.
Disclaimer: The Office of Minority and Women Owned Business Enterprises reserves the right to edit any content submitted for publication in The Conduit. The selection of the monthly business to be highlight is the sole discretion of the editor of The Conduit. The business that will be featured will be notified by email the day prior to the publication being released.

About The Conduit

The Conduit is a publication of the Indiana Department of Administration's Minority and Women's Business Enterprises Division. This eNewsletter provides the MBE and WBE communities with a forum through which to learn about Indiana certification and business development opportunities, contracting opportunities, workshops, and networking events.

Participants will learn, from national experts and past Indiana SBIR/STTR awardees, about grant proposal writing, intellectual property protection and commercialization strategy, among other topics. National SBIR/STTR directors from several of the federal awarding agencies will also be available for one-on-one workshops with participants by appointment.

"The SBIR/STTR programs are the most important source of seed capital for small and start up companies that want to produce new products and services based on innovation and technology," said Jim Greenwood, national SBIR consultant and president of the Florida-based Greenwood Consulting Group. "This conference will provide attendees with valuable information on submitting competitive proposals for federal funding. It is not enough to have a good idea--a successful applicant must know how to present that idea effectively to give it the greatest chance of securing SBIR/STTR funding."

The conference costs \$90 for participants who register before March 13 and \$110 for anyone registered after that date. Registration information, special room rates, course descriptions, speaker bios and an event agenda are available at www.in.gov/iedc/361.htm

The IEDC's SBIR Program Office provides a portfolio of grant procurement assistance and offers a dollar-for-dollar match up to \$100,000 to companies that are successful in obtaining SBIR/STTR funding. To date, the Indiana program office has assisted more than 120 companies in securing funding from the federal government's SBIR/STTR program.

MWBE Calendar of Events

March 2009

30 Commission Meeting
 Indiana Government Center South,
 Conference Room A
 402 W. Washington Street, Indianapolis, IN
 Time: 1PM - 3PM

April 2009

21 State Certification & MBEC Informational Session
 Horseshoe Casino
 11999 Casino Center Dr SE
 Elizabeth, IN 47117
 Time: 1PM - 4PM
 Cost: Free of Charge

Upcoming Workshops and Training Opportunities

- The Indiana Stadium and Convention Building Authority (ISCBA) is partnering with the Indiana Construction Roundtable to help emerging minority and women contractors become more competitive in pursuing construction contracts. The organizations are planning a series of workshops in Indianapolis. All workshops are free and open to the public. For more information on workshop topics, locations and times please visit ISCBA's website at www.in.gov/iscba.
- The Small Business Administration offers free online training courses on "Surviving in a Downturn Economy," "Strategic Marketing: How to Win Customers in a Slowing Economy," and "Retain & Reposition Your Company - How to Prepare a Business Plan." These courses are available at: <http://www.sba.gov/services/training/onlinecourses/index.html>.
- Business Ownership Initiative (BOI) and its Central Indiana Women's Business Center programs provide information, tools and resources needed to successfully start, manage and grow a small business. They have recently released their Small Business Education Curriculum. For more information and a complete course calendar and full descriptions and

objectives for each class visit: www.businessownership.org.

Congratulations on Your Certification!

The following is a listing of newly certified or re-certified businesses with the State of Indiana Department of Administration
Minority and Women's Business Enterprises.
As of March 1, 2009

24/7 Pros, LLC	Indianapolis	IN	MBE
AJ Logistics	Fort Wayne	IN	WBE
Annie-O's LLC	Indianapolis	IN	WBE
Bartel Printing Company, Inc.	Warsaw	IN	WBE
Bond Holdings, Inc.	Indianapolis	IN	WBE
CBK Enterprises, Inc	Fort Wayne	IN	WBE
CCM Cleaning	Plainfield	IN	MBE
Cross County Consulting, LLC	Indianapolis	IN	WBE
Dedrick Tool & Die, Inc.	Bluffton	IN	WBE
Diversity Solutions Logistics, LLC	Indianapolis	IN	MBE
Don Hardesty Excavating, Inc.	Bedford	IN	WBE
FX Design, Inc.	Aurora	IN	WBE
Global Perspectives, Inc.	Carmel	IN	MBE
Great Lakes Electrical Maintenance, Inc.	Gary	IN	MBE
H & G Plumbing & Heating, Inc.	LaPorte	IN	WBE
Impressions, Inc.	Elkhart	IN	WBE
Indy Walls & Ceilings Incorporated	Indianapolis	IN	WBE
Infusion, Inc.	Fort Wayne	IN	WBE
J.O. Promotions	Fort Wayne	IN	WBE
KGM Temporary Staffing & Training, Inc.	Indianapolis	IN	MBE/WBE
KM Business Consulting, LLC	Plainfield	IN	MBE
Katie's Enterprises	Zionsville	IN	WBE
King Electric, LLC.	Lafayette	IN	WBE
Lee Computers LLC	Indianapolis	IN	MBE
MB Water, Inc	Terre Haute	IN	WBE
Majestic Real Estate, Inc.	Indianapolis	IN	MBE/WBE
Marmax Construction, LLC	Anderson	IN	MBE
Mays Chemical Co	Indianapolis	IN	MBE
New Avenues, Inc.	South Bend	IN	WBE
Propeller Marketing, LLC	Fishers	IN	WBE
RFS Group, LLC	Indianapolis	IN	MBE
Reign Transportation, LLC	McCordsville	IN	WBE
Ritschard Bros., Inc.	South Bend	IN	WBE
Sarah Fisher Racing, LLC	Indianapolis	IN	WBE
Sticks and Stones Landscape Material Cor	Evansville	IN	WBE
Success Trek Inc.	Porter	IN	WBE
Sycamore Advisors, LLC	Indianapolis	IN	WBE
Taylor Maid Professional Janitorial Serv	Merrillville	IN	MBE/WBE
Team Cruiser Conversion Company	Indianapolis	IN	MBE
The Hoosier Company	Indianapolis	IN	WBE
The Lawn King	Gary	IN	MBE
Underwood Architecture	Muncie	IN	WBE

Wam/Kam & Associates	Indianapolis	IN	MBE
Wattley's Auto Service, Inc.	Fort Wayne	IN	MBE
dbISP,LLC	Indianapolis	IN	MBE

For more information on these companies please see the certification listing located on the
[Minority & Women's Business Enterprises Website](#)

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IDOA's MWBE eNewsletter, *The Conduit*, is published by the MWBE Outreach Office.
Questions about the publication should be sent to tdaniel@idoa.in.gov.

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